



Business Career Center Annual Report 2018-19

A National Leader in Preparing Business Students for Lifelong Career Success

It was another successful year for the College of Business. We implemented a new strategic plan that puts even greater emphasis on students' personal discovery, learning and transformation, and connection and engagement with employers and the community. The Business Career Center excelled in these areas with enhanced programs and services as well as exciting new initiatives.



Dr. Rachel Larson
DIRECTOR
BUSINESS CAREER CENTER

Highlights During The Year

- 3** National Conference Presentations and Webinars
- 2** Regional Conference Presentations
- 3** Statewide Conference Presentations
- 3** National Association Committee Members
- 3** Local Professional Association Officers
- 1** UNL Excellence in Management Honoree
- 1** Big Ten Conference Executive Officer and Incoming President
- 1** Big Ten Conference Outstanding Career Services Award Winner
- 2** Nebraska College Career Services Association Executive Officers

Winner Of The Career Leadership Collective Innovation Showcase

Leveraging Peer Career Coaching in the Curriculum

Chosen from 16 national finalists, the Business Career Center was honored for its innovative peer coach initiative. The center strategically created a program to meet enrollment demands of teaching nearly 1,000 students per semester while simultaneously striving to be innovators in career curriculum. Six business majors served as peer career coaches this year.



Impact on Peer Career Coaches

“Being a peer career coach expanded my knowledge to best communicate, understand and assist students to achieve their career goals. I continuously received mentorship and was able to collaborate with career coaches to continuously improve my coaching strategies. I’ve seen students leave their coaching session with a renewed sense of confidence to work toward their career goals.”

- **Holly Pham**, who after serving as a peer career coach obtained a full-time employer relations coordinator position with University Career Services

Student Career Development

Career Coaching

Career coaches develop confident, professional and connected students through conversations on major/career decision-making, résumé reviews, interviewing, internship/job search strategies, and more.

82%

Net Promoter Score, Students' Willingness To Recommend To Others

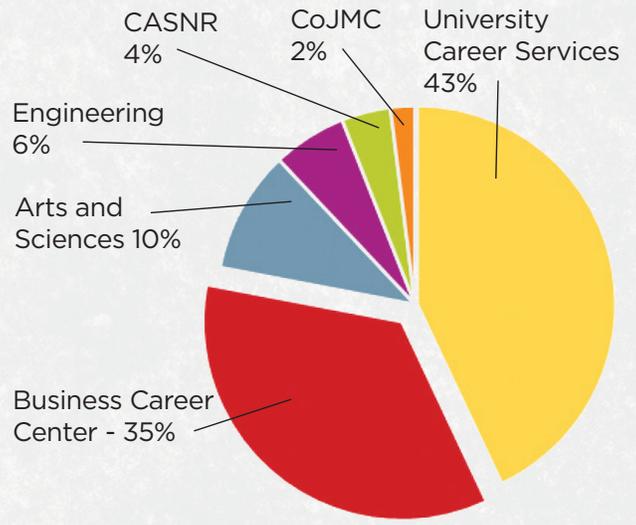
2,792

Career Coaching Appointments/Drop-Ins

96%

Students Who Feel Prepared After Coaching

BCC Served The Second-Most Number of Campus Career Appointments



Professional Enhancement Program (PrEP)



An innovative part of the business curriculum, PrEP includes four, one credit hour courses for career and professional development. The curriculum includes:

BSAD 111: Investing in Strengths

Discover and maximize students' talents

BSAD 222: Career Development & Planning

Develop career goals, craft résumé

BSAD 333: Internship & Job Search Strategies

Learn how to find, apply for positions

BSAD 444: Professional & Life Skills

Transition from college to career

4,179

Students Took PrEP Courses

1,087

Students Learned Networking with Professionals

946

Employer Practice Interviews/Résumé Reviews Conducted

113

Employers Networked

99

Employers Helped with Interviews

Career Readiness

98%

of Employers Rate BSAD 333 Students' Résumés as Ready or Almost Ready

96%

of Employers Think BSAD 333 Students Are Interview Ready or Almost Ready



Employer Engagement

Meaningful Connections for Employers

“BSAD 333 and all other PrEP courses focus on creating networking opportunities for students with employers. Not only does networking occur, but sometimes new relationships are created that can turn into opportunities in the future. Several students have received second interviews after their practice interview, some even getting hired later. All of that starts from their first established connection at these interviews.”

- Nicole Cavin, Deloitte

Employer in Residence



Students can meet a different employer and learn about their industry, internships and full-time positions every day in Hawks Hall.

108

Employers in Residence

26

New Employers Featured

Handshake

The University of Nebraska launched Handshake as the campus online portal for jobs and internships as well as registering for career fairs, signing up for other career events and managing campus interviews.

15,434

Business Related Positions Advertised on Handshake, the UNL Job/Internship Portal

48% of All Positions are Business Related

handshake
powered by Nebraska



Outreach and Connections

National Career Expeditions



33

Students Traveled to Chicago and San Francisco to Meet Alumni and Employers

Presentations

76

Career-Related Presentations Led

3,278

Presentation Participants

Career Champions

In a pilot program, faculty and staff were empowered and educated to have better career-related conversations on their own with students.

10

Faculty and Staff Piloted Program



Business+ Workshops



Interactive workshops led by business employers, professors or content experts introducing business students to the changing technology and technical skills needed for a dynamic marketplace.

6

At-Capacity Workshops Offered

Employer Partners Day

74

Employer Partners Spent a Day Making Connections with Faculty and Staff and Opportunities to Collaborate

5

Sessions Offering Professional Development for Employer Partners

KOCH
INDUSTRIES INC

Named Employer of the Year

LEARN MORE ► [BUSINESS.UNL.EDU/CAREERS](https://business.unl.edu/careers)

BUSINESS CAREER CENTER | HLH 141 | M-F 8 a.m.-5 p.m. | Drop-ins M-F 1-4 p.m.
businesscareers@unl.edu | 402-472-7272

UNIVERSITY of NEBRASKA-LINCOLN

The University of Nebraska does not discriminate based on any protected status. Please see go.unl.edu/nondiscrimination.